

ESTTA Tracking number: **ESTTA553753**

Filing date: **08/13/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91202055
Party	Defendant Boutique Newcity (Public) Company Limited
Correspondence Address	JENNIFER D SILVERMAN ELLENOFF GROSSMAN & SCHOLE LLP 150 E 42ND STREET , 11TH FLOOR NEW YORK, NY 10017-5659 UNITED STATES pto@egsllp.com, asingh@egsllp.com, jsilverman@egsllp.com, igarvey@egsllp.com
Submission	Withdrawal Of Application
Filer's Name	Atul R. Singh
Filer's e-mail	pto@egsllp.com, asingh@egsllp.com, jsilverman@egsllp.com, igarvey@egsllp.com
Signature	/Atul R. Singh/
Date	08/13/2013
Attachments	Express Abandonment of Application (00258861).PDF(22018 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

SWATCH AG
(SWATCH SA) (SWATCH LTD.)

Opposer,

vs.

BOUTIQUE NEWCITY (PUBLIC)
COMPANY LIMITED,

Applicant.

Opposition No.: 91202055

Ser. No.: 85/073,174 (filed 6/28/10)

Mark: S W I T C H

NOTICE OF EXPRESS ABANDONMENT AND WITHDRAWAL

Pursuant to TBMP § 602.01 and 37 C.F.R. §§ 2.68 and 2.135, Applicant, Boutique Newcity (Public) Company Limited (“Boutique Newcity”), by and through its attorneys, hereby notices its express abandonment and withdrawal of its application to register the mark shown above, namely, S W I T C H (Serial No. 85/073,174).

Respectfully submitted,

Dated: August 13, 2013
New York, NY

ELLENOFF GROSSMAN
& SCHOLE LLP

By: /s/ Atul R. Singh

Jennifer D. Silverman
Atul R. Singh
150 East 42nd Street, 11th Floor
New York, NY 10017
Tel: (212) 370-1300
Fax: (212) 370-7889
Email: jsilverman@egsllp.com
asingh@egsllp.com

CERTIFICATE OF SERVICE

I hereby certify that, on the date below, a copy of the foregoing was caused to be served upon counsel for Opposer via electronic mail and first-class mail, postage prepaid, addressed as follows:

Attn: Jess M. Collen or Oren Gelber
Collen IP
The Holyoke-Manhattan Building
80 South Highland Avenue
Ossining, NY 10562
Tel: (914) 941-5668
Fax: (914) 941-6091
Email: jcollen@collenip.com
ogelber@collenip.com

Dated: August 13, 2013

/s/ Atul R. Singh

Atul R. Singh

CERTIFICATE OF TRANSMISSION

I hereby certify that this document is being transmitted by electronic means to the United States Patent & Trademark Office on the date shown below.

Dated: August 13, 2013

/s/ Atul R. Singh

Atul R. Singh